

Message Text

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ACTION EB-11

INFO OCT-01 EUR-25 ADP-00 COME-00 CIAE-00 INR-10 NSAE-00

RSC-01 RSR-01 /049 W

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P R 140610 JUL 73

FM AMEMBASSY HELSINKI

TO SECSTATE WASHDC PRIORITY 6538

INFO AMEMBASSY COPENHAGEN

AMEMBASSY MOSCOW

AMEMBASSY OSLO

AMEMBASSY STOCKHOLM

UNCLAS HELSINKI 1970

E.O. 11652: N/A

TAGS: BEXP FI

SUBJECT: FY 1974 COMMERCIAL OBJECTIVES FOR FINLAND

REF: STATE 128397

1. BEGIN SUMMARY. KEY COMMERCIAL OBJECTIVES FOR FINLAND IN FY 1974 ARE SET FORTH BELOW. END SUMMARY.

2. OBJECTIVE ONE: EXPAND US MARKET SHARE OF FINNISH PAPER AND PULP MACHINERY PURCHASES (SITC 718.1). FROM 1967 TO 1971 FINNISH IMPORTS ROSE FROM \$7.7 MILLION TO \$ 35 MILLION BUT US SHARE DECLINED TO 9.5 PERCENT FROM 15.6 PERCENT.

ACTION ONE. THE STOCKHOLM TRADE CENTER PULP AND PAPER INDUSTRY EXHIBIT (MAY 14-18, 1974) PROVIDES GOOD VEHICLE FOR EXPORT EXPANSION ACTIVITIES. TO MAXIMIZE FINNISH ATTENDANCE, WE RECOMMEND AN OFF-SITE EXHIBITION IN HELSINKI. ALTERNATIVELY ORGANIZE GROUP TRAVEL TO TRADE CENTER PREFERABLY BY SHIP TO ALLOW FOR ORIENTATION PROGRAM DURING TRAVEL.

ACTION TWO: FINNISH ASSOCIATIONS WILL BE ENCOURAGED TO SPONSOR MEETINGS TO WHICH TRADE CENTER AND US BUSINESS REPS WILL BE INVITED. PROMOTIONAL NOTICES WILL BE
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PLACED IN LOCAL TRADE JOURNALS. TRADE CENTER TO FIND COSTS. 5-10 NEW AGENTS WITH A 5 PERCENT RISE IN MARKET SHARE WOULD BE FEASIBLE GOALS.

3. OBJECTIVE TWO: INCREASE US SALES TO FINLAND OF TEXTILE MACHINERY (SITC 717.1). THE TOTAL FINNISH IMPORTS ROSE FROM \$9.8 MILLION IN 1967 TO \$14.4 MILLION IN 1971; US MARKET SHARE WAS ONLY 2.5 PERCENT IN 1971.

ACTION ONE: ORGANIZE GROUP TRAVEL OF FINNISH BUSINESSMEN TO THE AMERICAN TEXTILE MACHINERY EXHIBITION INTERNATIONAL IN GREENVILLE, SOUTH CAROLINA, OCTOBER 25-NOVEMBER 2, 1973.

ACTION TWO: EMBASSY RECOMMENDS THAT DEPARTMENT APPROACH AMATEX, THE NEWLY FORMED TEXTILE MACHINERY EXPORT ORGANIZATION IN GREENVILLE, TO STIMULATE GROUP INTO SENDING AN IOGA TRADE MISSION TO FINLAND IN EARLY SPRING 1974.

INITIAL GOAL; TO RAISE TEXTILE MACHINERY SALES TO AT LEAST THE OVERALL LEVEL OF US MARKET SHARE IN FINLAND I.E. 4.5 PERCENT.

4. OBJECTIVE THREE: MOUNT CATALOG SHOW IN FINLAND IN ONE OR MORE OF THE FOLLOWING SIX CATEGORIES SHOWING SUBSTANTIAL IMPORT RISE. CHOICE OF THEME COULD BE MADE IN WASHINGTON DEPENDING UPON AVAILABILITY OF MATERIAL. IT IS ESSENTIAL THAT A KNOWLEDGEABLE EXPERT ACCOMPANY THE CATALOG SHOW. TRADE MISSION ON PARALLEL LINES MIGHT ALSO BE ORGANIZED.

CATEGORY	SITC NUMBER	1971 IMPORTS	US MARKET SHARE
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ELECTRIC POWER	772.1	\$54.6 MILLION	2.5 PERCENT
MACHINERY AND SWITCHGEAR	772.2		

PUMPS AND CENTRIFUGES	719.2		
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COCKS AND VALVES	719.92	\$61.8 MISSION	7 PERCENT
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MECHANICAL HANDLING	719.3		
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EQUIPMENT		\$35.8 MILLION	4 PERCENT
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MACHINE TOLLS FOR	715.1		
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METAL AND WOOD	719.52	\$35.3 MILLION	2 PERCENT
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ELECTRIC MEASURING

AND CONTROL EQUIPMENT	729.5	\$20 MILLION	13.8 PERCENT
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PACKAGING AND FILLING

MACHINERY 719.62 \$10 MILLION 19.4 PERCENT

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5. OBJECTIVE FOUR: INCREASE FINNISH BUSINESS
COMMUNITY AWARENESS OF US EXPORT INTEREST BY EXPANDING
PERSONAL CONTACTS, PARTICULARLY OUTSIDE HELSINKI AREA.

ACTION: EMBASSY OFFICER WILL PROGRAM VISITS TO
THE 11 CHAMBERS OF COMMERCE THROUGHOUT FINLAND. THIS
WILL BE COMBINED WITH EXPANDED PROGRAM OF PERSONAL
CALLS IN HELSINKI ITSELF.

6. OBJECT FIVE: PLACE A GREATER ROLE IN THE
DEVELOPMENT OF EAST-WEST TRADE.

ACTION ONE: FURTHER DEVELOP LIAISON WITH THE
RUSSIAN EMBASSY AND SOVIET TRADING MISSION IN HELSINKI
WITH VIEW TO IDENTIFYING TRADE OPPORTUNITIES FOR U.S.
FIRMS.

ACTION TWO: MAKE A SMALL DIRECTORY OF THE 200
MEMBERS BY PRODUCT CATEGORY TO ASSIST IN LOCATING
POTENTIAL FINNISH AGENTS FOR US FIRMS.

ACTION THREE: SUPPORT US TRADE SHOWS IN MOSCOW
THROUGH PUBLICITY, ASSISTANCE IN FINDING LOCAL AGENTS
AND VISITS TO MOSCOW.

RESOURCE ALLOCATION. THE EMBASSY IN FY 1974 WILL NO
LONGER AS REGULAR SERVICE PROVIDE US CUSTOMS INFORMATION
IN RESPONSE TO PERSONAL SHOPPING INQUIRIES. BROCHURES
PROVIDING GENERAL INFORMATION WILL BE DISTRIBUTED TO
APPROPRIATE OUTLETS.

7. EMBASSY APPRECIATES OPPORTUNITY TO SET FORTH
COMMERCIAL GOALS FOR FY 1974. DEPARTMENT SHOULD BE
AWARE HOWEVER OF WIDE RANGE OF EXPORT PROMOTION
ACTIVITIES NOW CARRIED OUT BY EMBASSY, E.G. ANNUALLY
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ABOUT 200 WTDR'S, 8-15 MARKET BRIEFS, 35 ADS'S,
400-500 LETTERS, 3,000 TO 4,000 TELEPHONE INQUIRES,
FOUR COMMERCIAL NEWLETTERS, SUPPORT FOR 7-8 MAJOR
STOCKHOLM TRADE CENTER EXHIBITS, TRADE OPPORTUNITIES,
INITIATION AND SUPPORT OF INVESTMENT OPPORTUNITIES, AND
RESPONDING TO NUMBER OF AD HOC WASHINGTON REQUESTS.
ABOVE IS IN ADDITION TO CERP REPORTING: ALSO EMBASSY
DURING PAST YEAR PROVIDED TIME-CONSUMING SUPPORT TO
AD HOC PROMOTION EFFORTS INITIATED BY WASHINGTON AND
AMERICAN BUSINESS.
KREHBIEL

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